



SOCIAL MEDIA DEEP DIVE

— DETROIT CANNABIS PROJECT —
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What is social media?

- Social media plays a vital role in networking and communication platform. With the help of these platforms, creating a voice for your company is important in improving the overall brand image. Customers appreciate the fact that when they post comments on your page, they receive a modified reply rather than a computerized message.

6 reasons why you need a social media strategy

- 1. The social web still is growing fast**
- 2. Purchasing decisions are influenced by social media**
- 3. Lack of strategy hands the advantage to competitors**
- 4. Your customers are active on social media**
- 5. There are key influencers in every social network**
- 6. Reputations can be enhanced or destroyed on social networks**

The Role of Social Media in Strategic Communication

Ninety-three percent of marketers use social media for business. Customer service, product support, research and other departments also use it to listen to not only consumers but also influencers, shareholders and the general public.

Social listening is the process of tracking dialogues to uncover communication opportunities. Objectives may include identifying influencers, tracking a marketing campaign, finding customer service opportunities, monitoring the workplace, tracking investor sentiment, and watching reactions to a news event. Organizations obtain profound knowledge every day, simply by listening to conversations around specific hashtags or keywords. All of this happens before the conversation between a company and its customers even begins.

Here are a few ways organizations listen and learn:

- **Identifying Influencers:** A hashtag search turns up a celebrity tweeter who mentioned her purchase of your stylish new jacket. A widely read movie critic just panned your latest flick in a scathing review linked from Facebook. A gadget guru just posted a review of your new drone on his YouTube channel.
- **Tracking a Marketing Campaign:** Your company started a new catch phrase, and it is being tweeted and retweeted after your Super Bowl ad. A nonprofit starts a viral video campaign to raise awareness for curing a disease and thousands have posted YouTube videos of themselves participating.

- **Finding Customer Service Opportunities:** A search for "billing problems" along with your company's name turns up hundreds of angry Facebook posts and tweets about perceived dishonesty. A search on your product's instructions turns up more than 1,000 people who can't get past assembly step four.
- **Monitoring the Workplace:** A former employee just posted a negative review on Glassdoor, which is met with wide agreement. A group is praising your workplace culture on Facebook and those posts are getting likes.

- **Tracking Investor Sentiment:** Market movers like Warren Buffet influence price action on a company's stock with the most mildly worded positive or negative statement. An inexplicable stock price drop is met with waves of consumer speculation and misinformation that must be addressed.

Social Media Goals for 2023

Whether you want to expand your team, build a larger following or a more active community, taking the time to define your social goals is the first step to reaching them.

Either way, your goals will define your social media marketing strategy and how much time and energy you'll need to dedicate to your campaigns.

Increase brand awareness

This means getting your name out there. To create authentic and lasting brand awareness, avoid solely publishing promotional messages. Instead, focus on content that emphasizes your personality and values first.

Generate leads and sales

Whether online, in-store or directly through your social profiles, followers don't make purchases by accident. Social media gives you an avenue to generate revenue. For example, are you alerting customers about new products and promos? Are you integrating your product catalog into your social profiles? Are you running exclusive deals for followers?

Grow your brand's audience

Bringing new followers into the fold means finding ways to introduce your brand to folks who haven't heard of you before.

Growing your audience also means discovering conversations around your business and industry that matter the most. Digging through your social channels is nearly impossible without [monitoring](#) or [listening](#) for specific keywords, phrases or hashtags. Having a pulse on these conversations helps you expand your core audience (and reach adjacent audiences) much faster.

Boost community engagement

Social media is all about engagement, so it pays to explore new ways to grab the attention of your current followers.

Sprout Social's 2022 Index™ report shows consumers want to see content that highlights a brand's products, services and personality, and customer testimonials.

This means companies need to experiment with messaging and content. For example, does your brand promote [user-generated content](#) and hashtags?

Even something as simple as asking a question can increase your engagement rate. Your customers can be your best cheerleaders, but only if you're giving them a reason to do so.

Different platforms attract different audiences

Here are some key takeaways for your 2023 social media marketing strategy:

- Facebook and YouTube are both prime places for ads due in part to their high-earning user bases.
- According to the 2022 Sprout Social Index™, 71% of consumers and 65% of marketers plan on using Facebook the most in the next year. YouTube follows behind with 51% of consumers and 35% of marketers planning to use the platform.
- The top social networks among Millennials and Gen Z are **Instagram and YouTube**, signaling the strength of bold, eye-popping content that oozes with personality.
- Women make up more than **60% of Pinterest's global audience**.
- **LinkedIn's user base is well-educated**, making it a hub for in-depth, industry-specific content that might be more niche than what you see on Facebook or Twitter.
- Consumers in the United States **spend the most time on TikTok**. And some **73% of users** feel a deeper connection to brands they interact with on TikTok vs other platforms.

Twitter

Simple and straightforward, Twitter is a solid starting point for most businesses. Requiring minimal setup and providing a place to go back and forth with followers directly, there's a reason why Twitter remains the go-to platform for [customer service](#). If you're trying to master the social media marketing basics of hashtags, tagging, brand voice and social media etiquette, look no further.

Facebook

Facebook is a must-have for brick-and-mortar businesses looking to target local customers. Allowing for check-ins and reviews, it's a prime place to grow a dedicated local following. Plus, they have an incredible chatbot functionality that can take your [customer service](#) and [marketing campaigns](#) to the next level.

Instagram

At its core, Instagram is a network centered around visual content. A major hub for brick-and-mortar businesses, e-commerce shops and influencers alike, the platform encourages brands to get creative. From eye-popping photos to clever captions, it's all about finding unique ways to show off what you're selling.

LinkedIn

LinkedIn is a network laser-focused on business trends and networking. It's a goldmine, especially for anyone networking in the B2B space. Looking to get in touch with an influencer, marketing manager or CEO? Chances are you can find them here.

Pinterest

This visual pinning platform is insanely popular with Millennials and is noted to be one of the best networks for social selling. Like Instagram, Pinterest thrives on imagery and inspirational content where products serve as the proverbial centerpiece.

YouTube

Although some might not regard YouTube as a traditional social network, the platform's active and engaged community speaks for itself. Considering that video represents the top-performing type of content across nearly every social network, YouTube is a great place to house your videos if you're already producing them.

TikTok

TikTok reached [1 billion users](#) in September 2021, making it the internet's newest social media darling. Along with its viral trends and niche communities, the short-form video app is known for its hyper-personalized algorithm that keeps users scrolling for hours. [TikTok marketing](#) has changed the game for brands, allowing them to connect with customers in an entirely new way.

Twitter is NOW accepting Cannabis Ads- NEW

Licensed cannabis brands can now market themselves on Twitter effective immediately, the social media company announced on Tuesday. Twitter also will offer incentives to brands that take advantage of the new policy before March 31, and pledges to match up to \$250,000 for new ad buyers.

On February 4, Twitter CEO Elon Musk tweeted, “420.” Musk, who famously [smoked a joint on the Joe Rogan podcast](#) in 2018, is now responsible for making Twitter the most 420-friendly social media platform in the mix. Meanwhile, competitors like TikTok and Meta (Facebook, Instagram) harshly censor cannabis posts and flatly forbid advertising, even by legal operators.

Here's what's permitted under Twitter's updated cannabis advertising guidelines

Advertisers can now promote the following on Twitter:

- CBD and similar cannabinoid products.
- THC and similar products.
- Cannabis-related products and services, including delivery services, labs, events and more.

New restrictions cannabis advertisers must follow when advertising on Twitter

- “Advertisers must be licensed by the appropriate authorities, and pre-authorized by Twitter.
- “Advertisers may only target jurisdictions in which they are licensed to promote these products or services online.
- “Advertisers may not promote or offer the sale of Cannabis (including CBD–cannabinoids). Exception: Ads for topical (non-ingestible) hemp-derived CBD topical products containing equal to or less than the 0.3% THC government-set threshold.
- “Advertisers are responsible for complying with all applicable laws, rules, regulations, and advertising guidelines.
- “Advertisers may not target customers under the age of 21.”

What's the policy?

Examples of drugs and drug paraphernalia include:

- Illegal drugs
- Recreational and herbal drugs
- Accessories associated with drug use
- Drug dispensaries
- Depictions of hard drug use

How does this policy vary from country to country?

This is a global prohibition, except for the country specific exemptions below:

United States - permit approved Cannabis (including CBD– cannabinoids) advertisers to target the United States, subject to the following restrictions:

- Advertisers must be licensed by the appropriate authorities, and pre-authorized by Twitter.
- Advertisers may only target jurisdictions in which they are licensed to promote these products or services online.
- Advertisers may not promote or offer the sale of Cannabis (including CBD– cannabinoids)
 - Exception: Ads for topical (non-ingestible) hemp-derived CBD topical products containing equal to or less than the 0.3% THC government-set threshold.
- Advertisers are responsible for complying with all applicable laws, rules, regulations, and advertising guidelines.
- Advertisers may not target customers under the age of 21.

Any advertisement for Cannabis (including CBD– cannabinoids) content that is allowed, subject to the above restrictions, must in addition:

- Not appeal to minors in the creative, and landing pages must be age gated and sales must be age verified.
- Not use characters, sports-persons, celebrities, or images/icons appealing to minors.
- Not use minors or pregnant women as models in advertising.
- Not make claims of efficacy or health benefits.
- Not make false/misleading claims.
- Not show depiction of cannabis product use.
- Not depict people using or under the influence.
- Not encourage transport across state lines.

Cannabis specific platforms

1. **MjLink-** MjLink users get automatic leads that help cannabis businesses create more professional ties while sharing photos, events, and cannabis-related special offers.
2. **HempTalk-** HempTalk is where like-minded enthusiasts can interact, and companies can educate their audience about their products.
3. **MjInvest-** MjInvest connects cannabis investors. There's also a wealth of cannabis news on this platform.
4. **Grasscity-** Grasscity is one of the oldest cannabis sites in the world. It's also rich in history as it originated in the city where smoking weed in public was acceptable decades before it was legalized in various places.
5. **Weedable-** Weedable is a social networking app where people can post about cannabis products and connect with other enthusiasts.

Cannabis specific platforms

- 6. DUBY-** DUBY is a secure social media app that allows cannabis businesses to freely promote their products to markets within the area.
- 7. Leafwire-** Users can connect with prospective employers, while cannabis companies can post job openings on the platform.
- 8. CannaBuzz-** The CannaBuzz community is global, too, which gives you a chance to connect with cannabis enthusiasts from Australia, Canada, the U.K., and the U.S.
- 9. MassRoots-** users can safely share their photos and videos. MassRoots' social networking segment has hundreds of thousands of followers, while MassRoots for Business, the advertising portal, has a few thousand followers.
- 10. WeedLife-** WeedLife is one of the most popular social platforms dedicated to marijuana. Founded in 2013, it works just like Facebook, except it's cannabis-centered: people can post cannabis content that's aggregated on news feeds.
- 11. Social Club-** Social media app for influencers started by Berner, Cookies. It's a hub for Cannabis brands.